

REP HEADLINE# 6297837
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP
AUG24/12 17.42
*** WFLA-TV ***

ADV # ADV. NAME ISS/PRIORITIES USA ACTION REP. # OFF. # SALESMAN #
AGY # AGY. NAME MUNDY KATOWITZ MEDIA BUYER NAME MEDIA PLACEMENT

1322 G STREET SE SALES PRSN WA- MEGHAN MCGARR (H)
WASHINGTON, DC 20003

ORDER # CONTRACT # 6297837 CLASS: NATL. LOCAL REGIONAL

PRDCT PRIORITIES USA ACTION EST#1522 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG28/12 SEP3/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG24/12 17.42

REP: NEW ORDER
TOTAL \$10,850 Q2X
PLEASE CONFIRM
THANKS BEN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ELECTRONIC INVOICES ARE TO BE SENT TO AGENCY IDB#9914019
PRIORITIES USA ACTION



8/27

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 321 AGENCY EST# = 1522
AGENCY PRODUCT CODE = 340

1			530P-600P	60		\$1,850.00	8/28	8/28	1		TUE	1
PROGRAM : NWSCH8 @5:30P												
CON COM1 : NWSCH8 @5:30P												
2			630P-700P	60		\$9,000.00	8/29	8/29	1		WED	1
PROGRAM : NWSCH												
CON COM1 : NWSCH												

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
SEP/12						10850.00						
CONTRACT TOTAL 10850.00												
TOTAL SPOTS 2												

MARKET TOTALS \$75,850 WFLA 14% WFTS 18% WTSP 14% WTVT 13% WTOG 14% WTTA 7% WMOR 15%
 WMOX 0% WXPX 0% WWSB 5% CABL 0%
 SHARES ARE ACCURATE EXCEPT WTVT WHICH IS ESTIMATED
 SVC- NSI BOOKS- AUG/12
 DEMOS- RA35+*

Mundy Katowitz Media, Inc.
1322 G Street SE
Washington DC 20003

Priorities Usa Action/ Issue
Submission Number 756 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8886

Original

Client: Priorities Usa Action/ Issue	Submission Cost: 10850	Campaign Ref: E:120827003
Buyer: ..	Client/Product/Estimate: 321 /340 /1522	Sales Rep: HRP Washington, DC
Schedule Dates: 08/27/12 to 09/03/12	Weeks: 2	Order Ref: 06297837
Est./PO Number: 06297837	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Priorities Usa Actio	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/27	09/03	Total	Cost
1	M-F 530p News T.....	03	1850	60 Comme	Nbr of Spots 1		1	1850
2	M-F 630p ET / 530p CT NBC Nightly News ..W....	02	9000	60 Comme	Nbr of Spots 1		1	9000
Weekly Totals: Total Spots(Ord Spots)					2		2	

Grand Totals		Month 9 Weeks: 5	
Totals	08/27	09/03	
Spots	2	2	
Cost	10850	10850	0

Grand Totals:

Spots:	2
Gross Total:	10,850.00
Commission:	1,627.50
Net Total:	9,222.50